

T O R R A N C E

FOR IMMEDIATE RELEASE

Contact: Fran Fulton
Economic Development Manager
(310) 618-2875
FFulton@torrnet.com
www.torrnet.com

Deadline Extended for Torrance Advantage Awards Submissions

Torrance, Calif., January 31, 2008 – Torrance businesses still have time; the City of Torrance Office of Economic Development is extending the deadline for the newly-established Torrance Advantage Awards (TAA) 2007. This will be the Awards competition inauguration with the intention of making it an annual event. The **new deadline is Friday, February 15, 2008, 5:00 p.m.** Applications are now available at www.torrnet.com/TAA.htm.

According to Mayor Frank Scotto, “besides providing the revenue source that enables the City to provide quality services, programs and facilities, the active involvement of businesses and their employees contribute significantly to the richness, diversity and balance of Torrance. This is our way to recognize these contributions and encourage others to continue to do so. **I sincerely hope all businesses apply.**”

The Awards will showcase innovative economic development strategies, best practices, and outstanding results. Awards will be given in four categories:

- **People to People Award** will honor an organization's excellence in enhancing employment opportunities in Torrance. Additionally, it will honor an organization's commitment to its current employees and investments in their talented and skilled workforce.
- **Enriching the Community Award** will recognize businesses for their excellence in contributing to the prosperity of Torrance through increase in revenue and tax base.

- more -

**3031 TORRANCE BLVD. TORRANCE, CA 90503
CITY MANAGER'S OFFICE**

- **Quality of Life Community Investor Award** will honor businesses whose products, systems, methods and services contribute significantly to the improvement of the quality of life of the Torrance community. Moreover, the Award will recognize businesses that take the extra step and serve the community. Businesses who contribute to the greening of the community may also be recognized separately for their efforts in this area.
- **Long-Term Investor** will honor businesses who have demonstrated excellence throughout the years with sustained success. The City will honor businesses who exhibit long-term success and commitment to investing in the economic development of the community through partnerships, innovative strategies and continuous effort toward progress.

Winners will be announced at the Torrance Advantage Awards Ceremony to be held on March 13, 2008 from 4:30 p.m. – 6:30 p.m. at the Torrance Marriott.

For more information about this event you can call the Office of Economic Development at (310) 618-5807 or visit www.torrnet.com/TAA.htm.

#